



Anandita Wagh

Versatile Designer

I am a creative designer passionate about crafting impactful designs, brands, and experiences. I specialize in Graphic Design, along with Industrial and Furniture Design.

Contact

✉ ananditawagh@gmail.com

🌐 anandita-wagh-71095020a

Behance.net/ananditavinash
Behance.net/ananditawagh

Education

B. Des. Industrial and Product Design
at UPES, Dehradun | CGPA: 8.46
2020-24

Minor Degree in Digital Marketing
at UPES, Dehradun
2021-24

Certifications

Graphic Design Masterclass
by Lindsay Marsh
(June 2022) from Udemy

Certificate in Project Management
(January 2025) from London
School of Business and Finance

Analogue Skills

- Graphic Design
- Brand Identity Design
- Visual Design
- Presentation Design
- Packaging Design
- Design Thinking
- User Experience Design
- Visual Merchandising
- Retail and Shop Design

Digital Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Figma
- Autodesk Fusion 360
- Microsoft Suite

Soft Skills

- Detail-oriented
- Curious
- Reflective
- Adaptable

Work Experience

Visual Merchandising/ Activity Coworker (Aug 2024 - Jan 2025 : On-site)
IKEA, Bangalore

- Curated media displays and numerous inspiration points to enhance product presentation.
- Collaborated with sales teams to align displays with stock, customer behavior, and sales goals.
- Helped plan and implement innovative display solutions based on briefs and stock changes.
- Supported department layouts and store rebuild projects.

Furniture Design Intern (January-June 2024 : On-site)
Hettich, Pune

- Designed premium modular furniture concepts for Gen Alpha's 20s lifestyle.
- Developed and curated 2 Ideabooks for Hettich's product portfolio.

Industrial Design Intern (June-July 2023 : On-site)
Design Directions Pvt. Ltd., Pune

- Created 3 concept designs with mockups and functional prototypes.
- Gained expertise in materials, manufacturing processes, and SolidWorks basics.

Branding and Logo Design Side Projects

- Ajeet Kumbhar Badminton Academy - logo design (2024)
- Kyitsel-ling - coffee table book design (2023)
- Vucaware - logo and brand identity design (2022)

(Find the project on Behance)

Accomplishments

Copyright in the Copyright Office, Govt. of India (January 2024)
& Runner-up for the Viewer's Choice Award at the India HCI 2023 Conference (November 2023)

'Rhythm' assists users in breathing correctly and rhythmically at their pace, to improve their overall health.

Design Registration in the Patent Office, Govt. of India (April 2023)
'TASC' is a bedside table design concept.

Copyright in the Copyright Office, Govt. of India (June 2023)
'Metamorphosis' is a growth journal for beginners, young adults and emotionally challenged individuals.

Extra-curriculars

Student Volunteer at HCIPAI (Jan-Nov 2024)
Creating websites and archives for the India HCI Conferences

Co-convener of UHackathon 4.0 META (April-Oct 2023)
Led a team of 100+ members to plan and execute UPES' international flagship coding event.

Event Planning Co-Executive at NSS (Oct 2022 - Aug 23)
Led a team of 25+ members to plan and execute over 10+ varied scale events.

Team Leader at AIESEC in Dehradun (Jan-Aug 23)
Led a team of the Outgoing Global Volunteer Department.